

## New Draft Rule Widens Field Of Exemption

### Local Boards Given More Latitude in Determining 'Necessary' Occupations

WASHINGTON, Sept. 4.—Much broader grounds for the establishment of claims for exemption from military service are provided in new regulations now being worked out by Provost Marshal General Crowder to govern the classification of men between 18 and 45 who will register on September 12. Important modifications are based upon the change of a few words in the original draft law made in passing the new military power act. The term "industrial occupation" is eliminated and the law now provides persons may be given deferred classification when engaged in "occupation" or employment including agriculture, which can be established as necessary to the military establishment or to the maintenance of the national interest. This section, officials pointed out today, with the regulations constraining it, will definitely allow district exemption boards to exempt bankers and essential bank employees, men engaged in necessary commercial enterprises and necessary workers for Red Cross and kindred organizations. The regulations will not attempt specifically to define the status of registrants who will be entitled to exemption, but will allow the boards to work out the details, after the authorization has been given them.

District boards in applying occupational exemption regulations will have the assistance of three advisers, industrial, commercial and agricultural, who are now being nominated in every district.

Only minor changes are incorporated in the revised questionnaire which the registrants of September 12 will be required to fill out. It strikes out the requirement that city police and firemen be in service three years before being entitled to deferred classification. The questionnaire still requires each registrant who desires exemption to make formal claim and present detailed facts substantiating it.

Provisions for the registering of men within the age limits of the new draft who may be 31 on September 12 were announced today by Provost Marshal General Crowder. Any man who is unable to appear for registration, may send one else to the draft board,

## Capt. Merle-Smith Receives Second Wound in Battle

"I am ready to give every drop of blood in my body for my country." This was a sentence in the last letter that Mrs. Minnie Mason, of 117 Patchen Avenue, Brooklyn, received from her son, Private Albert G. Mason, of the 4th Infantry.

Yesterday Mrs. Mason received word that her son had been killed in action on August 3.

"I know he gave his life gladly," she said yesterday. "I am heart broken, but I am proud of my soldier son."

Lieutenant Oliver Allen, severely wounded, has a wife and daughter living at 600 West 122d Street. He is a member of Company D, 15th Infantry. In a letter which Mrs. Allen has just received her husband tells how he received his wound while leading his men to the attack.

"Going over a hill, leading my men," he writes, "I got it in the chest, and it was a lucky hit. One inch either way and I wouldn't be writing this letter to you. Aeroplanes were soaring overhead, and our aviators were combating the enemy planes which were bombing our tanks. When I fell the thing that hurt me more than my wound was that I couldn't go on with the boys."

Captain Van Santvoord Merle-Smith, of Company L, 165th Infantry, has been severely wounded in the right arm and leg two months ago by shrapnel. His latest injury is another shrapnel wound in the right arm.

Private John J. Moran, of the 28th Infantry, has been reported missing in action, but his father, Patrick Moran, doesn't believe it.

"How can he be missing," he queried at his home, 47 Wayne Street, Jersey City, yesterday. "When I have two letters from him dated July 27 and August 12? The government says that he has not been seen since July 27."

Private Lewis F. Cabasino, of the 4th Infantry, was killed on his twenty-fifth birthday, July 19. His mother received word at her home, 517 East Eighty-first Street, yesterday. Private Cabasino was born in Palermo, Italy.

Private George William Smith, 7th Infantry, reported wounded, degree undetermined, is eighteen years old. He enlisted last spring and walked home to his parents at 349 East Sixty-sixth Street, in uniform.

"I don't want to be a slacker. All my pals are in France," he said, and they let him go.

## The Casualty List

WASHINGTON, Sept. 4.—The army and marine corps casualty lists made public by the War Department today contain the names of 600 men, 293 soldiers and seven marines.

On the army list are the names of 99 killed in action, 46 dead from wounds or other causes, 241 wounded severely, 98 wounded, degree undetermined, 108 missing in action and one a prisoner.

Three marines were killed in action, one died of wounds received in action, one was wounded severely, and one wounded, degree undetermined. The full lists follow:

### New York City and Vicinity

[Names without rank given are those of privates. Those of commissioned officers are in italics.]

#### ARMY

##### Killed in Action

ADDONIZIO, Louis L., Mount Vernon.  
CARASINO, Louis F., 517 East Eighty-first Street.  
GARDINER, Frank, sergt., 111 East Ninety-ninth Street.  
MASON, Albert G., corp., 117 Patchen Avenue, Brooklyn.  
STEPHENS, Charles, sergt., 253 Halsey Street, Newark, N. J.

##### Died of Disease

HEREMZA, Steve, 300 Arnold Avenue, Perth Amboy, N. J.  
MEADE, William F., 658 Broadway, Brooklyn.  
TARKAGEES, Nicholas J., 68 West 118th Street.

##### Died From Aerial Accident

THAM, Alexander, B., lieut., 640 Park Avenue.

##### Wounded Severely

ALLEN, Oliver, lieut., 600 West 122d Street.  
FAIR, Harold I., lieut., 582 Union Street, Brooklyn.  
BROOKHOUSE, Charles, Jr., 168 East 128th Street.  
COHEN, Bernard, 804 East 178th Street.  
DALY, Joseph J., 425 Forty-third Street, Brooklyn.  
ERICKSON, Nils C., corp., 910 Sixty-sixth Street, Brooklyn.  
HOBSON, Francis T., 130 East Fifty-sixth Street.

##### Missing

JOHNSON, Clarence W., 1117 Park Street, Hartford, Conn.  
KABAK, Alexander, 357 Bristol Street, Brooklyn.  
KRAUPEZ, Fred F., 1569 First Avenue, Hartford, Conn.  
LEONARD, Harold T., 150 East 125th Street.  
MENDEL, Nathan, 58 Beaver Street, Brooklyn.  
POHNER, William, 20 Columbia Street.

##### Elsewhere

Character of casualties is indicated as follows: (K) killed in action; (W) wounded; (D) died of accident or other causes; (D W) died of wounds; (D D) died of disease; (M) missing; (P) prisoner.

#### ARMY

ALABAMA: HARKINS, T. E., sergt., Owl River (K).

ARKANSAS: ELLIOTT, James H., Wild Cherry (W). GROVER, James S., Viola (W). GREEN, William, Hot Springs (W). MARTIN, Herbert B., Warren (K). RUSSELL, Alphonse, Hot Springs (W). WEBBER, Arthur B., Mountain Home (D).

CALIFORNIA: SMYTH, Edward J., lieut., Pasadena. ADELISBACH, Harry B., Fresno (K). CARTER, Alfred, sergt., Oakland (K). DILL, John, Seima (M). DUNN, Jas. A., corp., San Francisco (K). DUPRE, Frank, lieut., San Francisco (K). ELOPPOLOS, Geo. D., San Francisco (K). FENNER, Elmer L., Los Gatos (D A). GRIFFIN, Lee R., Hayward (K). RILEY, Wilfred L., Alameda (D D).

\*Died from aerial accident.

COLORADO: HARVEY, Francis B., Brush (M). JOHNSON, Harry E., Malta (M). RADER, George, Westcliffe (W).

CONNECTICUT: CAHILL, Wm. P., corp., Woodbury (W). COLWELL, John, Waterbury (W). CHABAN, James, Waterbury (W). FERN, John T., Mount Carmel (W). GIBBALT, Arthur, New Bedford (K). KINCAID, Shelby, Middletown (W). STERLING, Natalie, Windsor Locks (W).

FLORIDA: GERAKIOS, John, Deersburg (W). HODGE, Henry G., Palatka (K).

GEORGIA: LAUZON, Emil P., lieut. col., Fort Oglethorpe (D A). COWART, Riley J., McDonald (M). HORN, Frank M., Fitzgerald (W). THOMPSON, Joe K., Augusta (M).

IDAHO: ECKERT, John F., Boise (W).

IOWA: ROWLIN, Norman W., Hedrick (D A). COLBURN, Leland S., Nemaha (W). SWISLER, Basil A., Merrill (D D).

ILLINOIS: DAVIS, John Paul, lieut., Chicago (M). NEIDER, Harry M., lieut., Chicago (K). SCOTT, James H., lieut., Chicago (W). SMITH, Louis A., lieut., Chicago (W). ADAMS, Harold J., Peoria (W). ADAMS, Millard T., St. Louis (W). BERG, Fred, sergt., Mount Olive (W). CLEIGHMAN, Paul, Albion (W). DAVIDSON, William D., musician, Chicago (W).

ECKHART, R. S., Monmouth (M). CORBIN, William J., Chicago (W). HENDERSON, C. A., Jacksonville (W). JONES, Walter J., Villa Grove (D A). KERN, Harry, corp., Chicago (W). LASKO, Theodore, Chicago (W). MILLER, Theodore, Chicago (W). MATONSON, Frank W., batt. sergt. major, Chicago (M). NELMS, George, Centralia (M). RICHMOND, Frank W., batt. sergt. major, Chicago (M). RIVERDEN, Sherman, Omaha (M). RYDER, Charles B., Bloomington (W). SANDBERG, Harry O., St. Charles (W). STOK, George, De Kalb (M). VALES, Edward C., Chicago (W).

\*Died of aerial accident.

INDIANA: KENNINGTON, Robert E., lieut., Indianapolis (A). APPELL, H. C., sergt., Evansville (W). BANASSI, Attilio, Indianapolis (M). BARN, William, Indianapolis (W). BEAL, George, Gary (M). BREYER, David, Cedar Grove (W). GENCIAHAKIS, John, Gary (M). LEMAN, Wm. Williams (M). JOHNSON, Harry E., Charleston (M). LOUDIN, W. O., corp., Indianapolis (K). RYDER, Charles B., Bloomington (W). REYNOLDS, C. J., South Bend (W). SMITH, William L., Matthews (W). VALIERIS, Lind, Bryant (M). WHEELER, Ray O., Greensburg (W).

KANSAS: COLDRON, J. C., lieut., Wakeney (K). COURTNEY, Wm. E., Lawrence (D D). GILMER, Kent, Zenda (W). RUSSELL, Verne C., corp., Colney (W). THOMPSON, Arthur, Devel (W). WIKOFF, Frank B., Lyons (M).

KENTUCKY: ARNOLD, Herbert, corp., Owensboro (M). COLLINS, Robert, Craftonville (W). EUGATE, Jason, Ayr (W). HOWARD, Charles, Breckinridge (M). KERNER, Herman, Owensboro (M). LUTHER, William, Purchase (K). POINDEXTER, Paul C., Cadiz (W). THORNHILL, Wm. E., Louisville (K). TURNER, Wm. sergt., Middleboro (W).

LOUISIANA: BARNES, Ivy, Forest (W). CARROLL, Charles, Lake (W). HUBBARD, Charles, New Orleans (W). MOSELEY, King D., Conshatka (K). MCDONALD, Rufus, Bayou (W). MEYERS, Mark, Esterwood (M). NICHOLSON, Henry M., Keithville (W). NOONE, Donahue, Bayou (W). PRICE, O. P., Pollock (K). YIELDING, Ross, Bayou Chico (W).

MARYLAND: CANAVAN, Patrick J., Baltimore (W). PRICE, Walter L., Kitzmiller (W).

MASSACHUSETTS: BROOK, Harry D., lieut., Lowell (W). LEAHY, Frank M., corp., Lawrence (K). BRENNAN, Michael P., corp., Westfield (W). CAVANAUGH, W. J., Gloucester (W). CHIAVOUX, Israel N., Haverhill (W). DEAN, Arthur J., Wagoner, Worcester (D A). FOWLER, Albert H., Lynn (W). FAIRBROTHER, Jesse, Westfield (K). LEE, H. W., bucler, Springfield (W). LINCOLN, Leon P., Barre (W). MACLEARY, John B., sergt., Worcester (W). MAGOON, Victor, Barre Plains (W). MARINO, Charles, Boston (K).

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ONEILL, Hugh V., Brookline (M). PAUL, Foster E., Springfield (M). SHALOR, Joseph, Rosbury (M). SMITH, Murray, Boston (M).

MICHIGAN: BOSTICK, Ray E., lieut., Manton (K). TUCK, Ray, G. lieut., Brown City (W). ALLEN, Ralph, Elmira (K).

ALLEN, Frank, no rank given (K). ALDERMAN, C. W., corp., Bronson (K). ALDER, George A., Hartford (W). ALLEN, Charles, no rank given (K).

ANDRUSKIEWICZ, Paul, Detroit (W). ANDRUSKIEWICZ, J. J., Battle Creek (W). BOVIN, Peter J., corp., Menominee (K). BRANCHINI, A., bucler, Iron River (K). BEZOWSKI, J., mechanic, Detroit (K). KARKER, William, Menominee (K).

BANNISTER, Robert, Cupas (W). BASHIER, Henry F., Marquette (K). BARNES, Wm. sergt., Hamtramck (K). BURDICK, Earl, Otego (K).

HULLOCK, Olin A., Detroit (W). HARRIS, John, Detroit (W). RATLA, William, Detroit (M). CLINEFELLER, Clyde C., Coldwater (K). COLLIER, John, Port Huron (K). CROTHERS, G. M., sergt., Rockford (K). CAMPBELL, Avery, Sparta (K).

CANARY, Roy, Searles (K). CHATFIELD, Arthur, St. Charles (W). JOHNSON, J. sergt., Detroit (W). DAWSON, Albert, sergt., Waco (K). DINAN, Thomas J., Ravenna (W).

GRAY, Leroy E., Muskegon (W). GRAY, Leroy E., Muskegon (W). HUFF, William M., Sand Lake (K). HUCKER, Isaac W., Port Huron (K). HUNTER, Harold, Jackson (W).

JAWORSKI, Stephen, Detroit (K). JACOB, Jacob, Hamtramck (K). JOHNSON, H. sergt., Menominee (K). KARSTEN, Gilbert D., Leeland (K). KALOFONIS, John, Ann Arbor (K). KILMER, Robert, Detroit (K). LEACHMAN, H. sergt., Detroit (W).

LECHINSKI, R. E., Grand Rapids (W). KANAVAGH, R. P., Kalamazoo (W). JOHNSON, R. P., Kalamazoo (W). LESKEY, John, Grand Rapids (K). LEVERAULT, C. M., corp., Ludington (K). LUCAS, E. B., corp., Ludington (D A). LUCE, E. B., corp., Ludington (D A). LUTZ, William B., Saline (K).

MILLER, Francis, Kalamazoo (K). JOHNSON, John, Kalamazoo (K). MORRIS, Arthur M., corp., Durand (W). MORRIS, Arthur M., corp., Durand (W). NEMO, William, Detroit (W).

PAVLACHKA, J. Mount Pleasant (W). SMITH, William A., Harbor Springs (W). SMITH, William A., Harbor Springs (W). STRONG, Clyde L., East Jordan (W). STEWART, E. J., East Jordan (W). STIFFE, William, Wyandotte (W).

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## The Ad-Visor

Thursday, September 5, 1918

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats—and hanging a bell on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. The name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

The Daily Newspaper Advertising Managers' Association of New York City met the other day and effected a permanent organization. They adopted a set of bylaws, elected permanent officers, appointed a few committees, and then some of those present took advantage of the occasion to express their personal views on advertising. Now an advertising manager who expresses his views in the course of a solicitation for a paper that pays his salary is one thing, and an advertising manager who gives his views privately, unrestricted by the desire to make a financial showing for his boss, is another and an entirely different thing. Most advertising managers have grown to their positions on merit through years of accumulated experience, and, like the bartender who never drinks, they know the difference between the kind of copy they carry and the kind they should carry. Here is what one of the advertising managers said at the meeting:

"A national association of daily newspaper advertising managers is most decidedly a step in the right direction. It will permit a frank expression of views for the betterment of newspaper advertising in general."

"United action can raise the standard of solicitation, eliminate the tendency among solicitors to 'knock' the other fellow and standardize a censorship for the acceptance of advertising copy that will apply to all alike—elevate copy, both in text and in illustrations, and advertising on an strict basis as editorial matter, thus creating added reader confidence in newspaper advertising. Such existing evils as enumerated below no doubt could receive attention from the association:

"Free publicity evils, fraudulent oil stock promotions, 'wildcat' motor car and tractor stocks advertising; medical preparations which make immediate relief or curative claims; copy, kind or ambiguous, in wording and calculated to mislead; advertising making false or exaggerated claims; financial advertisers using the old trick of citing strikingly successful enterprises in the same field in which the advertiser operates; all advertising that may cause loss to readers, injury to the health, loss of reader confidence."

Another advertising manager said:

"If every member of the association is sincere in adhering to its purposes an unusual amount of good will be accomplished which will ultimately be very profitable to all concerned."

Mr. Advertiser, let these words sink in. They are words of wisdom. We know the men who said them, and we know their connections, and you may take our word for it that they are in a position to know the truth whereof they speak. We suspect they read The Tribune. We have always maintained that a newspaper which knowingly accepts fraudulent copy is a party to the crime; that advertising without reader confidence was waste; that a newspaper's policy involving truth and fearlessness applies to the newspaper as a whole—news, editorials and advertisements. The question of the sincerity of the paper, however, is the big factor. No advertising manager expressing his honest conviction will deny the truth of the statements made at the meeting nor their application to the everyday business life of a daily paper. But to be absolutely certain that no member of the organization permits "ready money" to influence him in disposing of a piece of copy at hand, there is a simple precaution which we commend to the Daily Newspaper Advertising Managers' Association, to wit: Print daily at the head of your editorial column this simple slogan:

**MONEY BACK GUARANTEE!**  
You can purchase merchandise advertised in this paper with absolute safety—for if dissatisfaction results in any case this paper guarantees to pay your money back on request. No red tape, no quibbling. We make good promptly if the advertiser does not.

I am seeking information and advice about the Mobile Terminal Railroad. I was foolish enough to buy three \$1,000 bonds some years ago and she paid interest once or twice and then defaulted. Now they are trying to reorganize and want \$100 on each bond to promote the scheme. Kindly give me some advice through your paper.

The Mobile Terminal Railroad has been in the hands of a receiver for about three years. On the committee of bondholders are men who stand well in financial circles. The road is said to be earning about twice the interest on the bonds, and the bondholders who subscribe to the additional issue, we are informed, will have the benefit of a prior lien mortgage.

Ad-Visor: I notice in the window of Hilton's, on the corner of Fulton and Nassau Street, a display of men's socks with sign reading: "Silk hosiery, 39 cents." Judging from the price and the high cost of silk, I would like you to tell me whether or not these socks are as advertised. From their